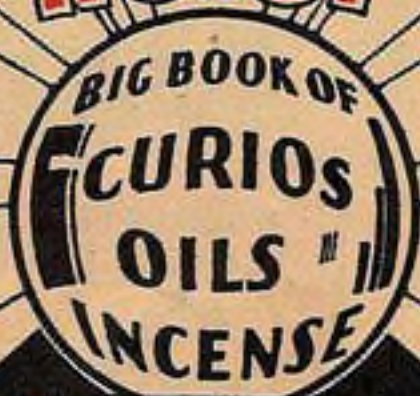




CURIO CATALOG

NO. 81



See **BIG FREE**
OF EXTRA COST
PRIZE OFFERS IN THIS
CATALOG

READ FIRST PAGE ~ SEND YOUR ORDERS TO
KING NOVELTY CO. 2244 Cottage Grove Ave. Chicago, Ill. U.S.A.

LAST! FREE COIN - LUCKY MO-JO

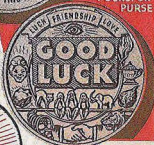
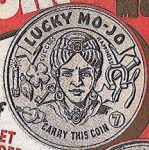
OF EXTRA CHARGE

WITH PURCHASE of

Alleged **GOOD LUCK PERFUME and SACHET POWDER**

Alleged **GOOD LUCK COIN**

WEAR IN YOUR POCKET OR PURSE



ALL for \$1.00 PLUS 10¢ TAX SEND \$1.10

LOVELY DREAMY SCENT



HE LOVES HER
SHE SMELLS
SO SWEET

Highly Perfumed Keeps You Sweet

ORDER BOTH GET COIN FREE OF EXTRA CHARGE



Put in Bag— Tie Around Neck

Place a little of this **SACHET LOVELY POWDER** in a Bag and tie around the neck or rub a little on the body each morning. Surrounds you with a delightful perfume and **KEEPS YOU SWEET ALL DAY**. Sprinkle in your dresser drawer to keep clothes sweet. While some people say that Perfumed powders have brought them **GOOD LUCK** we do not make these claims but sell only as a delightful, fragrant **LOVELY SACHET POWDER**.

BARGAIN OFFER
Order your **GOOD LUCK Brand PERFUME and POWDER**. Get **LUCKY MO-JO COIN FREE** of extra charge. Send \$1.10 for ALL. Be sure to give order Number A-572.

THRILLS WITH DELIGHT

Many claim that they have been **Lucky in Love** through the use of certain perfumes. However, we make no claims to this effect or that this perfume is **LUCKY** but sell only as a high grade Perfume possessing a delightful, Oriental type, long lasting fragrance.

SPECIAL OFFER

Pay regular price of 50¢ each for **Perfume and Sachet Powder**. Buy **BOTH** for only \$1.00 and get **LUCKY MO-JO Alleged Good Luck Coin FREE** of Extra Charge. This **COIN** has on it the words, "**GOOD LUCK**" and 21 Alleged Symbols of **LUCK**. We make no claims that because all these Alleged **LUCKY SYMBOLS** appear on the **COIN** that it will bring **LUCK**. We, however, do give it **FREE** of extra charge to those who wish to carry it as a Pocket Piece. Get this **LUCKY MO-JO COIN FREE** of extra charge **TODAY**. Just order your **Perfume and Sachet Lovely Powders**.

Order by No. A-572 **\$1.10**
All For Only

BUY BOTH
for \$1.00 AND GET

OF EXTRA
COST

BIG COMBINATION OFFER

BUY BOTH
LUCKY MO-JO Brand
ROOM SPRAY and
SPRINKLING SALTS

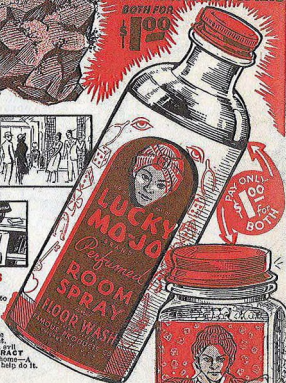
BOTH FOR
\$1.00

Genuine Magnetic LODESTONE!



SWEET SMELLING HOMES ATTRACT FOLKS

Do you want Folks to come to your house and stay with you? Do you wish to rest out your rooms? Do you wish to keep your Husband staying home? Many Times women folks and the Men running off. Maybe the House was not kept Sweet. Don't take a chance with foul, evil smelling messes around. **ATTRACT** and **HOLD** your Company at home—A Sweet smelling House should help do it.



PERFUME THE HOUSE

Don't let bad, ill, ugly house odors spoil your Success, LOVE, Happiness, and Good Times. Folks, especially Men, do not like to come to places that smell foul and mean—But they should love to stay in Sweet, Pleasant places.

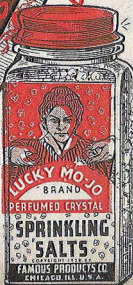
RID YOUR HOME OF BAD EVIL ODORS

Here's how to do it. Wash away any bad stuff around the house. Just pour a few drops of **Floor Wash** in the scrub water and wash Floors, Corners and Closets. Next sprinkle **LUCKY MO-JO Brand SPRINKLING SALTS** behind doors, under Bed, and in Dresser Drawers. Use both **ROOM SPRAY** and **SPRINKLING SALTS**. EACH 50c or Get Both for only \$1.00 and get Genuine Magnetic Lodestone FREE of extra charge. This is a real bargain offer. **ORDER YOURS TODAY**

ORDER BY NO. A-556
PRICE FOR ALL

ONLY \$1.00

ORDER BOTH for \$1.00 GET LODESTONE FREE



SEND ALL ORDERS TO: KING-NORTHLEY CO. 2341 COTTAGE GROVE AVE. CHICAGO, ILL. U.S.A.

FREE VAN VAN BRAND OIL

OF EXTRA CHARGE

with **LODESTONE** and **HIGH JOHN** the CONQUEROR ROOT

**HIGH JOHN
the CONQUEROR ROOT**

HIGH JOHN THE CONQUEROR ROOT has been considered the **KING ROOT** of the forest. It has been recommended by Conjurers or so-called **Root Doctors** and has been sold for high prices. These Voodooes, we believe, told their customers to carry the **Root** for **LUCK**, **Winnings**, and **SUCCESS in Love**. We do not sell for this purpose and make no claims that it is valuable as a **Luck Bringer**. It is sold to you only as a Curio.

LODESTONE has been used by many people, both in the past and in the present, for the purpose of **Drawing LUCK** such as to Bring in the Winnings in Games, or to Bring **Luck** in Money Matters or **Luck** in Love and Romance. Even though it is true that the Carrying of a **LODESTONE** has been considered **Lucky**, we make no claims like this and sell it only for people who desire it as a Curio.

**\$1.50 if bought
separately
All Now
\$1.00**

**MAGNETIC
LODESTONE**

ALL for \$1.00
ORDER BY No. A-568

**BUY
LODESTONE
and HI-JOHN
GET VAN VAN
Brand Oil FREE,
of Extra Cost**

Just pay regular price for **HIGH JOHN the CONQUEROR ROOT**—The two for \$1.00. We give you **FREE** of extra cost a regular 50c Bottle of **VAN VAN Brand OIL**. Get in on this **SPECIAL OFFER** while it lasts. Order all for \$1.00. Order by Number A-568.

ALL ON THIS PAGE

PRICE ONLY \$1.00



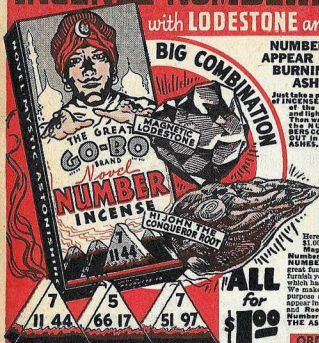
**FREE
OF EXTRA
CHARGE**

ORDER BY NUMBER A-568

C. O. D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send

INCENSE NUMBERS IN ASHES

with **LODESTONE** and **HIGH JOHN ROOT**



NUMBERS APPEAR IN BURNING ASHES

Just take a piece
of INCENSE out
of the Box
and light it.
Then watch the NUM-
BERS COME
OUT in the
ASHES.



BIG COMBINATION OFFER

Here's your chance to get a \$1.50 catalog value for \$1.00. You receive High John the Conqueror Root, Magnetic Lodestone and the Great Gobo Novel Number Incense. This is the most amazing incense—NUMBERS appear almost like Magic in the Ashes. Have great fun playing this incense Number Game. We also furnish you the Lodestone and John the Conqueror Root which has become known to some people as Lucky Pieces. We make no claims that these are Lucky or sell for this purpose and we do not claim that the NUMBERS that appear in the Ashes are of any value. We sell the Lodestone and Root as a curio and the incense for amusement. **Numbers ARE GUARANTEED TO COME OUT IN THE ASHES, Mail \$1.00 for All.**

ORDER BY NUMBER A-570

LODESTONE PERFUME AND LODESTONE INCENSE

BIG COMBINATION

\$1.50 VALUE ONLY \$1.00

Plus 5c Tax

For those of our customers who wish both Lodestone Perfume and Lodestone Incense, we offer this Big Combination—\$1.50 catalog value for only \$1.00. Now is your chance to have Both these Lodestone Goods. **LODESTONE** has been carried by many people as a **LUCK PIECE to Draw Money**, to Bring in Winnings and as a Help in Love. Even though you may wish it for this purpose, we do not sell it with the understanding that it will do these things. We make no claims for the **LODESTONE** except that we sell it as a Curio. **Lucky Mo-Jo Lodestone Perfume** is real sweet, strong and lasting. You will like to burn **Lodestone Brand Incense**. This is really a Bargain! You get a 1 oz. bottle of Perfume, a box of Incense. You also get a Lodestone in the bottle of Perfume and a Lodestone in the box of Incense. Order TODAY and get all for \$1.00 — Plus 5c Tax.

PRICE
FOR ALL.....**\$1.05**

ORDER BY N° A-571



C. O. D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U. S. A.**

JOHN the CONQUEROR BRAND FLOOR WASH



WASH AWAY THAT DOOR STEP MESS

DRIVE OUT EVIL BAD SMELLS

Enjoy a Happy Home Life. **CLEAN AWAY** foul, bad odors in the house. Just pour one or two teaspoonful of **JOHN the CONQUEROR Brand FLOOR WASH** in a pail of water. Wash Floors, Scrub Woodwork, and clean Doorsteps. Get into corners of rooms, closets, and dark places.



WASH CORNERS AND DARK PLACES



PUT FEW DROPS IN SCRUB WATER

SWEET SMELLING HOMES ATTRACT FOLKS

This Highly Perfumed **JOHN the CONQUEROR Brand FLOOR WASH** helps the room smell **Sweet and Pleasant**. Folks should love to visit you and should want to stay in your home often. Men like the odor of Good Perfume, too, and should be glad to stay home and enjoy it. Wash away the mess and invite Folks to stay. **JOHN the CONQUEROR Brand FLOOR WASH** really does the work of making a home Sweet smelling. Just sprinkle a little in the corners of rooms, closets, under chairs, and behind doors. You should love the Sweet, Romantic Fragrance.



SWEET SMELLING HOME INVITES ROMANCE

Send 50c For Two Ounce Bottle of **JOHN the CONQUEROR Brand FLOOR WASH** or Order 3 BOTTLES for \$1.35

Order by No. A-205

50c EACH 3 for \$1.35



JOHN the CONQUEROR BRAND PERFUME

SWEET LASTING FRAGRANCE—HIGH JOHN ROOT IN BOTTLE

Certain Moo-Do Doctors have recommended the **HIGH JOHN the CONQUEROR ROOT** to conjure up **LUCK IN MONEY MATTERS**. LOVE, or bring about that which was desired. We make no claims that the **JOHN the CONQUEROR ROOT** will do this. However, for those who wish it as a Charm we have placed this **ROOT** in a Bottle of Perfume, which we have given the name of **JOHN the CONQUEROR PERFUME** because of the **ROOT** in each bottle. Order a Bottle of this **JOHN the CONQUEROR Perfume**. Put a few drops on your clothes.

BIG SELLER—ORDER A BOTTLE NOW
Let **HIGH JOHN the CONQUEROR PERFUME** be your Secret Odor to help you be more Attractive and Draw the Attention of Others.

Order by No. A-203C
Price Only

\$1.00

3 Bottles for Only \$2.00



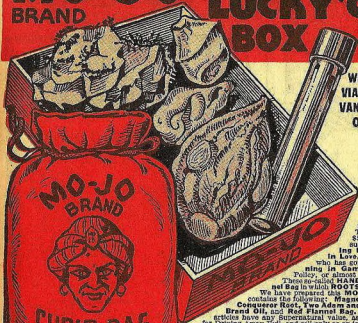
JOHN the CONQUEROR ROOT IN EACH BOTTLE



Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.

MO-JO BRAND

ALLEGEDLY LUCKY CURIO BOX



WITH
VIAL OF
VAN-VAN
OIL

ALL
for
\$1.00

CONTENTS

- 1 Lodestone
- 1 High John the Conqueror Root
- 2 Adam and Eve Roots
- 1 Vial Van Van Oil
- 1 Red Flannel Bag
- All Packed in Special MO-JO Brand Box

Voodoo-DOO and so-called HOO-DOO and Conjure Doctors have made what they call HANDS. These are often sold for as high as \$5.00 or \$25.00. Some folks want such things for the purpose of Drawing Luck, Getting Jobs, Winning in Love, Bringing back their sweetheart who has gone off with someone else, Winning in Gambling Games of Cards, Dice, Policy, or almost anything else that was wanted. These so-called HANDS often consisted of a Red Flannel Bag in which ROOTS and LODESTONES were placed. We have prepared this MO-JO BRAND CURIO BOX which contains the following: Magnetic Lodestone, High John the Conqueror Root, Two Adam and Eve Roots, One Vial Van Van Brand Oil, and Red Flannel Bag. We make no claim that these articles have any Supernatural value, as Job Getters, Luck Bringers, or for Driving Away Evil, and sell only as an interesting Curio. If you wish this Big Box of Curios, for only \$1.00, send your Order Today.

Order by No. A-500
Price Complete in Box..... Each
3 for \$2.00—1 Doz. for \$6.00

\$1.00

HI-JOHN the CONQUEROR ROOT

PRICE ONLY 50c



PACKED IN
MO-JO BRAND BOX

To this ROOT has been attributed more wonderful and Lucky properties than we have ever heard of. Certain Voodooes claim that a person carrying a piece of this HI-JOHN the CONQUEROR ROOT will never be without money and be extremely Lucky in games and successful in his undertakings. We make no representations to this effect and make no claims that this ROOT has any value as a Luck Bringer but sell only as a Curio.

Order by No. A-209

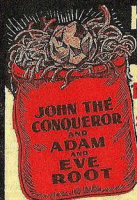
Price Only

3 for \$1.00—1/2 Doz. \$2.00

Each HI-JOHN ROOT Packed in a MO-JO Brand Box. Order this Curio now.

50c

SOUTHERN STYLE HERB BAG



DRESSED
WITH
SOUTHERN
STYLE
VAN-VAN
OIL

To These
of our Customers
Who Might Want

an ALGIERS Southern Style Herb Curio Bag, we have prepared this remarkable collection of Herbs, Roots, and Lodestones.

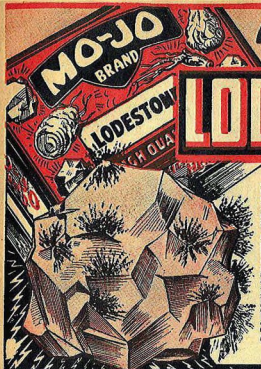
Certain Voodooes, Witch Doctors, Jewish Worshipers, claim that a Bag of certain Herbs worn on the person would drive away Evil and bring Good Luck in Games, Business, Love, etc. However, we make no representations to this effect. We are merely stating facts which have come to our attention. We sell this Southern Style Bag only as a Curio. Get yours NOW!

Order by No. A-505

Price. Dressed with VanVan Oil

\$1.00

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.



**MO-JO
BRAND**

LODESTONE

GENUINE MAGNETIC

The Ancient Romans believed that the **LODESTONE** kept husband and wife faithful and their Love secure. Orpheus attributes to the **LODESTONE** the Power of attracting the Love of gods and men, and it was frequently set in Wedding rings for this purpose. In India the **LODESTONE** is believed to give vitality and health to those who wear it, and it is very popular among Mohammedans as a Talisman against Evil Spirits.

Hoo-Do Men made **Conjure Bags** in which they placed pieces of Lodestone, for the purpose of **Heeddoing, Driving Away Evil Spirits, Drawing Folks to you, or so-called Home Breaking and Good-Bye Enemy Tricks, Job Getting, and general Good Luck.** We have known many people who would not be without carrying a **LODESTONE** around with them. We have found this especially true among Folks that like to do Gamblings, Play Homes, and Number Games of Chance, and who wish to win in Love Affairs. We do not sell this **LODESTONE** for any of these purposes, neither do we make any claims that it is **LUCKY**, or that it will **Drive Away Evil Spirits**, but sell only as a Curio. We guarantee that this **LODESTONE** is Genuinely, **Magnetically Alive, with Power to Attract Steel Dust or your money** refunded. We have taken extreme care in securing only the best grade of **LODESTONE.**

Order by No. A-208 Price Only **50c**
3 for \$1.00—1 Dozen \$3.00

MO-JO BRAND
MAGNETIC SAND



**Sprinkle on
Lodestone
Watch It Attract**

We have many calls for this **MAGNETIC SAND.** Some people like to carry a little in a **Red Flannel Bag**, or sprinkle it on a piece of **LODESTONE**, and believe it to be **LUCKY.** It is **Magnetic Iron Oxide**, and for that reason we have given it the name of **Magnetic Sand.** We make no claims that it is **LUCKY**, and sell only as a Curio. Put a piece of **LODESTONE** in this **Magnetic Powder** and have fun watching it **DRAW** and stick to the **LODESTONE.** The Lodestone has **Magnetic POWERT** to Attract the **Magnetic Sand.**

**FREE OF EXTRA
CHARGE
RED FLANNEL BAG**

Packed in a Glass Jar. Bag
FREE of extra charge.

No. A-207
Price Only **35c**

3 for \$1.00
1 Dozen for \$3.00

MO-JO BRAND
**LODESTONE
POWDER**

**DRAWS TO
LODESTONE**

Steel dust, or so-called, **LODESTONE POWDER,** was used by some people for **Conjure** purposes, placed in **Red Flannel Bags,** together with **Lodestones** and other so-called **Luck Pieces** for the purpose of bringing **Good Luck, Driving Away Evil, etc.** This steel filings were also sprinkled upon **Lodestone** to draw a Person to you and get a Job. We make no claims to this effect, or that this so-called **Lodestone Powder** will bring **LUCK, or Drive Away Evil.** We do not sell for so-called **LUCK USES** but we sell only as a Curio. Order yours **NOW.** Send 60c for one package or \$1.00 for three.

PACKED IN FANCY JAR
This **LODESTONE POWDER** comes packed in **Fancy Jar** with **MO-JO Brand Label.** Insist on **MO-JO Brand LODESTONE POWDER.** It is guaranteed to **ATTRACT to LODESTONE.**

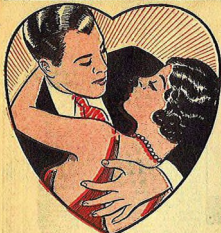
Order by
No. A-204F
Price Only **35c**

3 for \$1.00
1 Dozen for \$3.00



Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE

LUCKY MO-JO GOOD LUCK PERFUME



He Loves Her — She Smells So Sweet

Thrilling, enchanting Oriental fragrance wins many friends for users of this perfume. Some people use it when they wish to be attracted to the opposite sex or gain favors. Order a bottle now. Try it yourself on handkerchief or clothes or rub a drop or two behind the ears.

Sweet
Lasting

Dreamy
Fragrance



Sweet Perfume Attracts Attention

The charm of this exquisite perfume is loved by all. Its sweet smelling, soothing odor lingers about you like a fascinating dream. Order a bottle of GOOD LUCK Perfume today. We believe you will be thrilled with its sweet fragrance.

Thrills with Delight

Many claim that they have been Lucky in Love through the use of certain perfumes. However, we make no claims to this effect or that this perfume is LUCKY but sell only as a high grade perfume possessing a delightful, Oriental type, long lasting fragrance.

Order by No. A-203

Price with Tax **55c**

GOOD LUCK SACHET LOVELY POWDERS



USED BY MANY TO WIN IN LOVE

Attract Admiring Glances from the Men Folks

Rub Sachet Lovely Powder on your body. Give yourself a chance to win in love by keeping your person fragrantly perfumed with these wonderful, sweet smelling Sachet Powders. You'll be pleased with the delightful fragrance of these Powders which many say is enticing.



POWER 7 KEYS TO POWER

By Lewis deClaremont. On the title page it states "Oh, eyes that are weary and hearts that are sore, look unto God and sorrow no more." In the introduction the author says this Book will tell you "When to do a certain thing and How to do it." It gives you instructions and directions as to the hour, day, or night, whether to use the Light of the Sun, the Light of the Moon. The Book purports to tell: How to Remedy Conditions known as Gross Conditions; Key to the Power of Commanding; How to Get Rid of Fear; How of Occult Power; How to Find the proper hour for all magical undertakings; How to Cast Out Devils; Overcome Enemies; Unstress People; How to Burn Candles for the Days of the Week; How to pray to Remove All Evils. We assume no responsibility for the Author's or Publisher's claims, and sell The 7 Keys to Power only as a Book that you might be interested in reading. Price \$1.00, and we give FREE of extra cost an alleged Seal of Power on Genuine Parchment Paper.

No. B-679—7 Keys to Power.....\$1.00
Seal FREE of Extra Charge

PRICED LOW
Only \$1.00

FREE!
of extra cost
ALLEGED
SEAL OF POWER

The
MASTERS BOOK
OF
PROFOUND
ESOTERIC LAW

ILLUSTRATED

THE ANCIENT'S BOOK OF MAGIC—The ANCIENT'S BOOK OF MAGIC is an Historical record of the Secret practices of the Ancient Masters and Adepts. Some of the contents of this Book are: Secret Procedure to make an Invocation; Language to hold with Spirits; The Conversation of Old Invocations of Evil Spirits; Of a Method of Raising Evil or Familiar Spirits by a Circle; Benediction of Perfumes. A Few of the many illustrations are: The Magic Circle; The Holy Table of the Archangel Michael; The Pentacle of Solomon; Hand of Glory; The Trumpeter of Evil; The Witch and the Demon; Pentacle for Conjuring Spirits; The Angel, exorcising the Devil. We assume no responsibility for statements made by the Author, but sell The Ancient's Book of Magic as a most interesting Book. 195 Pages. Publisher's Price \$5.00. Our Price \$1.89. A Great Book about Ancient Magic and Spirit Invocation.

No. B-680—\$1.89

PUBLISHERS PRICE \$5.00
OUR PRICE \$1.89

SUPPOSED SUPERNATURAL
MYSTERIES
REVEALED
BEFORE YOUR
EYES.

FULL OF
PICTURES

The ANCIENT'S
BOOK
OF
MAGIC
PRICE \$5
CONTAINING
SECRET RECORDS
PROCEDURE & PRACTICE
OF THE
Ancient Masters & Adepts
LEWIS de CLAREMONT

UNTU YE THE POWER
SHALL BE MANIFEST

... This appears on every Book ...

THE TEN LOST BOOKS OF THE PROPHETS—In these Books the author claims to endeavor to explore the field of Divine Magic. On the title page of the 1st Book of "Holy Magic" it states "Which God gave unto Moses, Aaron, David, Solomon, and other Saints, Patriarchs and Prophets; which Teacheth the True Divine Wisdom." Book 2 tells the Use of the Psalms—Gives the Psalm for Luck; Psalm for Severe Headache; Psalm for Gross Condition; Psalm for being Successful; Psalm to Overcome an Evil Spirit; Psalm for Protection; Psalm to keep secure from all Evil; Psalm to receive information through a Dream or Vision; Psalm to Escape Danger of Floods; Psalm to be reconciled with your Enemy; Psalm to receive Grace, and to receive God after committing a Heinous Sin; Book 4 tells about knowing all manner of things Past and Future, which be not however directly opposed to God, and to His most Holy Will. We assume no responsibility for any claims or statements made by the Author but only give his version. Publisher's price printed on Book 4, \$10.00. Our Price to you very much less.

No. B-681—All Ten Books—Only... \$2.29

MADE TO SELL
FOR \$10.00

10 LOST BOOKS OF PROPHETS
Moses Solomon and Jesus of Nazareth

OUR
PRICES
ONLY \$2.29

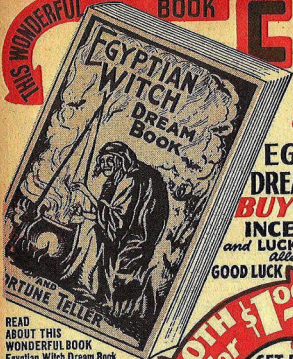
C. O. D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send

THIS WONDERFUL BOOK FREE

OF EXTRA COST TO YOU

EGYPTIAN WITCH DREAM AND NUMBER BOOK

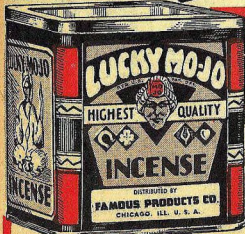
**BUY LUCKY
MO-JO
INCENSE**
and LUCKY MO-JO
Alleged
GOOD LUCK PERFUME



READ
ABOUT THIS
WONDERFUL BOOK
Egyptian Witch Dream Book

This Famous Egyptian Witch
Dream Book gives you list of Dreams
and their Meanings—Fortune Telling by
Cards—Palmistry—To Discover a Thief
—To See Your Future Husband—Signs to
Choose Good Husbands and Wives—Charms
and Spells. We take no responsibility for any
claims or errors made in or concerning this
book but simply give the author's version.

BOTH for \$1.00
**GET BOOK
FREE**
OF EXTRA COST



ORDER THIS BARGAIN NOW

Here's your chance to get Both a Box of highest quality
LUCKY MO-JO INCENSE and a Bottle of **LUCKY MO-
JO Brand Alleged GOOD LUCK PERFUME**. Burn **LUCKY
MO-JO INCENSE** three times a week according to **Directions**. Sweetness should linger for days. Your friends should
love to visit you and remark at the Delightful Perfumed
Fragrance that fills your home. Incense has been burned
by many people as an offering to the Deity. Also it has
been used to Bring **GOOD LUCK**. It is also true that Per-
fume has been used by many women to compel Men to
LOVE them and have **LUCK** in general. However, we make
no claims to this effect for this Perfume or Incense, and sell
only as a very high grade Incense and Perfume.

**ORDER BOTH and GET BOOK
FREE OF EXTRA COST**

JUST SEND \$1.00 for Both Incense and Perfume and
get this wonderful **Egyptian Witch Dream & Number
Book FREE** of extra cost. You really save money when
you order this Bargain because the regular price of each
is 50c. Both for \$1.00 and then you get the book **FREE**
of extra cost. Send your order today for this Big Bargain.

Order By No A-554 **\$1.00**
Price For All

NUMBER IN EVERY BOX

Many people like to buy Incense with Numbers in box. We
packed 3 Numbers in every package but we do not claim that
this Number is Lucky or is of any Value. If you want Incense
with Numbers, you can get it and you get your Money's worth
when you buy this because it is High Quality.

BUY BOTH NOW for \$1.00 GET BOOK FREE OF EXTRA COST

DEVIL'S Shoe String



50¢ PER BOX

A certain book on Folklore gives the following belief regarding the **DEVIL'S SHOE STRING**. "Cut Root into small pieces. Put camphor or Whiskey on it. Rub on your hands—Press inside of hands with it and grab your enemy by the arm when he comes for you. Carry a bit in your pocket. No snake will bite you. Lay a piece in a Man's Path, he will never have any money. Use it for a **GAMBLING HAND**." We, of course, make no claims that this **ROOT** will have any supernatural effects as above mentioned, or that it will bring **GOOD LUCK** to **GAMBLERS** or anyone. We have only mentioned some superstitions believed regarding **DEVIL'S SHOE STRING** and sell it only as a Curio and Curiosity.

Order by No. A-220

Price Per Box 50c

3 BOXES FOR ONLY \$1.00 or ANY 3 ROOTS ON THIS PAGE FOR \$1.00.

50¢ EACH
or any 3
for \$1.00

FIVE FINGER GRASS

This plant has a leaf divided in Five Segments. We believe that this **ROOT** has been used by many people for **Hoodooing**, that is, for the purpose of **DRIVING OFF EVIL** and Bringing **GOOD LUCK** in Money Matters and Love Affairs. However, we do not claim that the **FIVE FINGER GRASS** will Drive Away Evil or Bring Good Luck, and sell only as a Curio. Comes packed in a box under the name of **MO-JO Brand**. **PRICE OF FIVE FINGER GRASS** packed in box 50c or you may save money by ordering any 3 Roots on this page for \$1.00.

Order by No. A-217

Price Per Box 50c

3 BOXES ONLY \$1.00 or ANY 3 ROOTS ON THIS PAGE \$1.00



50¢ PER BOX

ADAM AND EVE ROOT



50¢ A PAIR

TWO ROOTS One book that tells about Folk Beliefs mentions that the **ADAM AND EVE ROOT** is one of the familiar **ROOTS** in the Medicine Case. Roots like **ADAM AND EVE** have been used in Voodooism and Conjuration for so called **HOODOOING**. From reading this book, we believe that Roots like **ADAM AND EVE** were carried around on the person for the purpose of Bringing **GOOD LUCK**, for making **Conjure Hands**, Driving Away **EVIL** and to help people **WIN IN LOVE AND MONEY**, or overcome their Worries, such as Bringing **Back Lost Money** or Bringing **Back a Lost Lover**. We make no claims that this **ADAM AND EVE ROOT** will bring **GOOD LUCK** or have any value as a general all around **Luck Bringer**. If it does, it may only be a coincidence. We sell only as a Curio or Curiosity. **Two Roots** are packed in box, labeled **MO-JO Brand**.

Order by No. A-211

Price per Box 50c

3 BOXES for \$1.00 or Order any 3 ROOTS on this page \$1.00

SAMPSON SNAKE ROOT

GET ANY 3
for \$1.00

A Book on Folklore and Conjuration tells us that the **SAMPSON SNAKE ROOT** was chewed to Soften Hearts and used in any Hand or Trick. From this we believe it was used in Love Affairs to bring **GOOD LUCK**. It was also steeped in a Tea for Medicinal purposes. We make no claims that this Root has any Medicinal or Supernatural Value, such as Softening Hearts, or bringing **GOOD LUCK**, and sell only as a Curio. Comes packed in Box labeled **MO-JO Brand**. This is the **GENUINE MO-JO Brand SAMPSON SNAKE ROOT**. Order a Box for 50c or you can buy any 3 ROOTS on this Page for Only \$1.00.

Order by No. A-405

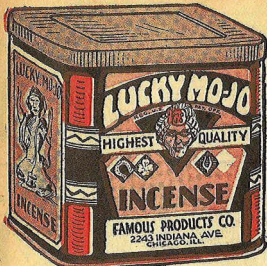
Price Only 50c

3 Boxes for \$1.00 or Any 3 Roots on This Page . . \$1.00



50¢ PER BOX

LUCKY MO-JO HIGH GRADE INCENSE



Oriental Type Fragrance
Smells Real Sweet
Lasts Long Time

Perfume Your Home

Burn Lucky Mo-Jo Incense three times a week according to directions on each box. The sweetness will linger for days. Your friends will love to visit you and remark at the delightful perfumed fragrance that fills your home. Lucky Mo-Jo Incense is economical to buy because you can use less and the fragrance lasts for so long a time after it is burned. There is also a NUMBER that many call LUCKY packed in each package. However, we make no claims that it is LUCKY or of any value.

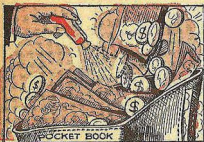
Many Burn Incense for Luck

The burning of Incense for Luck was a secret belief known to Ancients, Orientals and people of many different faiths and religions. For thousands of years Chinese, Turks, Orientals and people of the Far East burned incense for Mystic Ceremonies and Invocations. They believed that it drove away enemies and attracted Good Fortune. We make no representations or claims like this except that it is a high grade incense made from a special Oriental Formula that possesses a delightful fragrance. We believe you will receive unusual satisfaction when you burn Lucky Mo-Jo Incense and smell its sweet perfume that diffuses the atmosphere.

Order by No. A-201
 Price Only.....

50c

LUCKY MO-JO 7-11 HOLY TYPE OIL



ANCIENT HOLY CUSTOM

One of the many commands, which Moses received from the Lord on his return from the Land of Captivity, were those of erecting the altar of Incense and Compounding the HOLY Oil and Perfume. In Exodus XXX, it reads as follows: "And thou shalt make it an Oil of HOLY ointment, an ointment compound after the art of the apothecary; it shall be an HOLY Anointing Oil." This Oil serves to anoint the Tabernacle, the ark of the testimony, the altar of Incense, the altar of burnt offering, and the candlesticks, and all the sacred vessels.

Sometimes Used This Way

HOW TO USE IT

Put a few drops on your hair or sprinkle a few drops on your clothing each morning. Sprinkle a few drops in your dresser drawer or in your place of business. Many people like to sprinkle it on their money and they feel that it is helpful. Try a bottle. Use like perfume. We believe you will be pleased and receive great satisfaction.

Many Call It Lucky

This HOLY type anointing Oil is an attempt on our part to produce an Oil as near as we can, under modern methods, to be similar as possible to the HOLY Anointing Oil mentioned in the Bible. Many people believe that rubbing certain Oils on their Body or sprinkling the Oil on their clothes would bring Luck in Winning Games and Money Matters. However, we make no claims that this article is Holy or Lucky, and have given it the name of HOLY TYPE OIL as a Trade Name. If you try our LUCKY MO-JO 7-11 Brand HOLY Type OIL we hope you will be real pleased like thousands of our customers, many of whom always use it.



Order by No. A-202
 Price, Including Tax....

55c

SEND ALL ORDERS TO: KING-NORVELL CO., 3244 SOTTAGE GROVE AVE.

The SECRETS of NUMBERS

Revealed!

Godfrey Spence, the author of this Book, reveals the Secrets of Numbers. This interesting Book contains information on the Following: The Law of Numbers; Character and Influence of various Numbers; Application and Use of Numbers; Mosaic of the Birth Number; The Number that Governs the Life; How to Find one's Place of Power; How the Name discloses the Future; How each Single Name affects the Life; The Master Code and How to Find your Winning Number; How to interpret Dreams and Thoughts so as to give you Proper Number and Number Vibration; How to Find your Lucky Day, Success, Happiness, Love, Money and Life; Choosing a suitable Name for a Child; Names suitable for Marriage. We assume no responsibility for claims made by the Author, but if you are interested in the alleged Magic Power of Numbers, be sure to read this Great Book on the Secret of Numbers, written in a clear, easy to understand manner. Derive many Knowledge of Pleasure, Joy, and Entertainment from this Book of Number Secrets. It has been sold by others for more money than we ask. Order your Book Today, and learn more about Numbers. This Book of Secrets of Numbers will be mailed to you in a plain wrapper. Send your order Right Now.

Order by No. B-688—Price Only.....99c

The SECRET of NUMBERS Revealed
by **GODFREY SPENCE**

ONLY 99c

FREE OF EXTRA CHARGE WITH EACH BOOK Allured SEAL of LUCK

H.I.T. DREAM BOOK
by **GODFREY SPENCE**

\$1.00

★ H.I.T. Dream Book

Are you interested in Dreams and their Number Interpretations? Then Read the Latest, Newest, and Revised Edition of the All Star Lucky H.I.T. Dream Book. Hundreds of Dreams and the author's interpretation of the Dream in Numbers. For example—Dream of a Horse—On Page 25 of this Book, this author gives 315-16. Read in this Book on Page 79, about Names of Women and Numbers—For Example—Beulah—318-49; Page 73—Names of Men and Numbers—For Example—David—494-64; Page 83—Your Birthday Numbers by Policy Pete; Page 84—Hunches and Numbers; Page 88—Days of the Month and Numbers; Countries and Numbers; Page 90—Birth Years and Numbers; Page 91—Playing Cards and Numbers—For example—Ace of Diamonds—928-265-262. We assume no responsibility for statements made by the Author. The Publishers state they attempted to make this the Best possible Book that would be Efficient and Contain all the information on Dreams a person could desire. Order your **ALL STAR LUCKY HIT DREAM BOOK** at once. Contains over 6,000 Dreams.

No. B-689—Price Only.....\$1.00

BE WISE

This Book in addition to 84 pages on Dreams and Numbers Interpretations gives Year in which you were Born and Number; Cards and Numbers; Wedding; Anniversaries and Numbers; Letters of the Alphabet and Numbers; Succeeding and their Numbers—For Example—Two Times—269; Past Performances, and Mutual Report for Years, 1981, 1982, and 1983. We assume no responsibility for claims made by the Author, but only give his version. Policy Pete's Dream Book is a Big Seller. If you enjoy such Number Books, Order Yours Today.

No. B-690 Price 50c

POLICY PETE'S DREAM BOOK
by **MUTUAL NUMBER**

50c

NATIONAL DREAM BOOK

Many of our customers like the National Dream Book, because it is chock-full of Dreams. Gives the author's interpretation of the Number that applies to the Dream and Meaning of the Dream—Dream of a Woman—look up its meaning and the Book gives No. 297. We are not responsible for claims made by the author and sell only as a very complete Dream Book. Order yours Now.

66c

No. B-691 66c

PRINCE ALL DREAM BOOK

A Bargain in Dream Books 155 Pages of solid information on Dreams and the Author's interpretation of the Meaning of the Dream and the Number applying to the Dream. Dream of a Man—Look this up in the Book and you will find No. 291. We assume no responsibility for claims made by the Author. If you like Dreams and Numbers you should get much entertainment from this Book.

77c

No. B-692—Price.....77c

REAL BOOK

Bargain

SECRET NUMBERS

3 BOOKS WORTH \$2.99 OUR PRICE \$1.99 SAVE \$1.00

HERE IS A BARGAIN Get All 3 Books: The Secret of Numbers Revealed, 99c, 6th and 7th Books of Moses, \$1.00. H.I.T. Dream Book, \$1.00. Total Value \$2.99. Save \$1.00.

No. B-693... \$1.99

ADAM AND EVE ROOT



The ADAM and EVE ROOT is a familiar root used by conjure men for so-called Hoodooing. Such Roots we believe were carried around on the person for the purpose of bringing GOOD LUCK, Winning in Love Affairs, Winning in Games of Chance, and almost anything else desired. We, of course, make no claims that the ADAM and EVE Root will bring the above-mentioned GOOD LUCK. If it does, it may only be a coincidence. We sell only as a Curio or curiosity. Two Roots are packed in a box labeled "MO-JO Brand."

Order by No. A-211 **50c**
2 Roots in Box.....
3 Boxes for Only \$1.00

Queen Elizabeth ROOT



We believe that this is one of the Roots used by Voodooes for conjure purposes. There are so many stories told by different people regarding the use of Roots for Winning in Love, Drawing Money, Getting Jobs, that we do not know which to believe, but the fact remains that so-called Root Doctors have placed Roots in Red Fannel Bags, and tied them around the neck for so-called Hoodooing. We make no claims that the QUEEN ELIZABETH Root is Valuable for this purpose, and sell only as a Curio.

Order by No. A-212 **50c**
Price Only.....

Three for \$1.00

DRAGON BLOOD POWDER



We do not know what it is about this DRAGON BLOOD POWDER that makes it sell so fast. Our customers have ordered it time and time again. Many people burn it as an incense, and derive great joy this way. Whatever you have in mind to use this DRAGON BLOOD POWDER for is your own privilege. If you buy it from us you can be sure that you are getting the Genuine DRAGON BLOOD POWDER.

Order by No. A-240 **50c**
Price per Box.....
3 Boxes for Only \$1.00

LIFE EVERLASTING



One Book on Folklore states that the LIFE EVERLASTING Root has been used for Fever and Toothache. The most interesting thing regarding the Root is the name, LIFE EVERLASTING, and it is probably for that reason that it has been such a Big Seller with us. We make no claims that this Root has any Medicinal Value, and sell only as a Curio. We hope that you will be real pleased with it. Packed in box under the name, "MO-JO Brand," and mailed in a plain wrapper.

Order by No. A-214 **25c**
Price Only.....
THREE BOXES for Only 50c

SALEP ROOT LOOKS LIKE A HAND



This is one of the most odd, weird looking Roots we have ever seen. It is uncanny in appearance and looks like a Human Hand. We have sold more of this Root than any other and we believe this is due to the Hand shape of the Root. Amaze your Friends by possessing this unusual looking root. If you wish to get this HAND SHAPED ROOT send for two Roots packed in a Box or Three Boxes for Only \$1.00. Order Yours Today.

Order by No. A-215 **50c**
Price Only.....

SOUTHERN JOHN THE CONQUEROR ROOT



The Southern John the Conqueror Root is a famous Root, well known by many Folks in our Southern States. It is indeed an odd looking Root. We have sold many thousands of these Southern John the Conqueror Roots to many of our customers who enjoy possessing one. Would you like this Curio for no order? Southern John the Conqueror Root. Comes packed in a box under the name "MO-JO Brand." Sent in a plain wrapper.

Order by No. A-216 **50c**
Price per Box.....
3 Boxes for Only \$1.00

FIVE FINGER GRASS



This plant has a leaf divided in Five Segments. We believe that this Root has been used by many people for Hoodooing, that is, for the purpose of Warding Off Evil and bringing Good Luck in Money Matters and Love Affairs. However, we do not claim that the Five Finger Grass will Drive Away Evil or Bring Good Luck, and sell only as a Curio. Comes packed in a box under the name MO-JO Brand.

Order by No. A-217 **50c**
Price per Box.....
3 BOXES for Only \$1.00

DRAGON BLOOD STICKS



Many of our customers like to carry the DRAGON BLOOD STICKS as a Curio. We do not know what the reason is, but have been common state that the Genuine DRAGON BLOOD STICK is very LUCKY. We are not telling you this that you should buy it for this purpose, but thought that you might be interested in hearing about anything that has been claimed LUCKY. If you wish the Genuine DRAGON BLOOD STICK, we make no claims that it is LUCKY, and sell it only as a Curio, packed in a box under the name "MO-JO Brand."

Order by No. A-218 **50c**
Price per Box.....
3 Boxes for Only \$1.00

PLANT of PEACE



A Book on Folklore tells this about the PLANT of PEACE (Artemisia tridentata): "Take the leaves, rub on hands."

Use to make "Bands" to bring Security and Peace—to Protect you from enemies." We are stating a belief regarding the PLANT of PEACE, and do not sell it with any claims that it will bring Security, Peace, or Protect from Enemies. If you wish to possess the PLANT of PEACE Root, as a Curio, send your order Today. Packed in a very attractive box.

Order by No. A-220 **50c**
Price per Box.....
3 Boxes for Only \$1.00

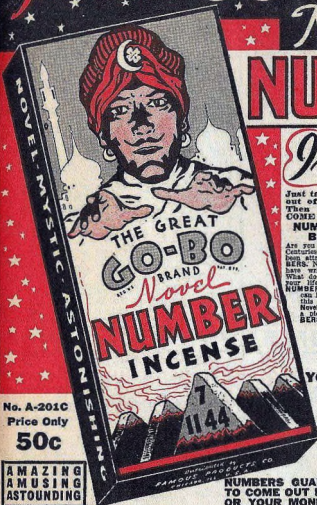
DEVIL'S SHOE STRING



A certain Book on Folklore gives the following belief regarding DEVIL'S SHOE STRING: "Cut Root into small pieces, put camphor or white salt on it, rub on your hands—this gives you control over any woman. Carry a bit in your pocket, no snake will bite you; Lay a piece in a man's path, he will never have any more money." Use it for a Gambling "Band." We make no claims that this Root will have any supernatural effect as above mentioned, and sell only as a Curio.

Order by No. A-220 **50c**
Price per Box.....
3 Boxes for Only \$1.00

The Great **GO-BO** Brand Novel **NUMBER**



No. A-201C
Price Only
50c

**AMAZING
AMUSING
ASTOUNDING**

Incense

Just take a piece of **INCENSE** out of the Box and light it. Then watch the **NUMBERS** COME OUT in the **ASHES**.

NUMBERS APPEAR IN BURNING ASHES

Are you interested in **NUMBERS**? For Centuries thousands of people have always been attracted by the mystery of **NUMBERS**. Numerologists and Mathematicians have written books about **NUMBERS**. What do **NUMBERS** stand for in your life? What combination of **NUMBERS** do you like best? You can have great amusement with this **GREAT GO-BO Brand Novel NUMBER Incense**. Burn a piece and see what **NUMBERS** Come Out.

**BUY A
BOX
AMAZE
YOURSELF**



**NUMBERS GUARANTEED
TO COME OUT IN ASHES
OR YOUR MONEY BACK**



NUMBERS COME OUT IN ASHES

The **GREAT GO-BO Brand Novel NUMBER Incense** seems to be the most weird looking, the most **Mystic** looking Incense known to man. Just Burn a piece and see for yourself—**NUMBERS** appear almost like **MAGIC** in the **ASHES**. Like the Handwriting on the Wall. You'll be Amazed. You will Marvel! Unfalteringly—Without a falter—Little by Little—Surely—each **NUMBER** creeps into Form. Buy a Box Now. See this **MYSTIC PERFORMANCE** yourself. You should be pleased. Many of our customers might buy this Incense believing they are going to get a **LUCKY NUMBER**, but we, of course, make no claims to this effect, and sell only as a very New, Novel Incense. When lighted and burned **NUMBERS** appear in the ashes, but we do not claim that these Numbers are of any value. Great Fun and Amusement can be derived, and you might amuse yourself with different Games that might be interesting when burning this Incense. **NUMBERS GUARANTEED TO COME OUT IN THE ASHES.**

ORDER BY NUMBER A-201C

Big Box 50¢ or 3 for \$1.00

Kiss Me Again Perfume

FAVORS LOVE and ROMANCE

HE LOVES HER
BECAUSE HE
CAN'T RESIST THIS
ENCHANTING
PERFUME



No. V-233
Price Only... **25c**

THRILLING AROUSING

The Oriental Odor of this Perfume seems like a breath from Ancient Egypt or the South Seas. Pastiche, Mysterious, Ecstasies. It is said to Arouse Sweet Dreams of Romance and LOVE.

Lasting Odor

This Enchanting Perfume is liked real well by the Younger Set and those who like to FEEL YOUNG. Once tried, we feel certain it will become Your Favorite. So HURRY. Order your bottle of KISS ME AGAIN Perfume NOW. You'll Be Thrilled When You Get It.

LUCKY JICKEY Perfume

A Mysterious Fragrance
that ATTRACTS and
TANTALIZES



LUCKY SWEETHEARTS

They are ATTRACTED to each other. The Sweet-Smelling, Soothing Odor of LUCKY JICKEY is all about her. This ATTRACTS him and LOVE is in the air. Many believe they owe their Good Fortune to LUCKY JICKEY Perfume.

STRONG and LOUD

A drop or two on your handkerchief or clothes; or a dash on your lips and Behind your Ears, surrounds you with a Delightful Fragrance, making your personality and charm even more alluring. Order your Bottle of LUCKY JICKEY Perfume Today. You'll sure like it.



No. V-237
Price Only... **25c**

TRUE LOVE PERFUME

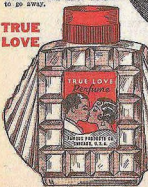
KEEP YOUR LOVER
TO YOURSELF

Feel The Charm
OF TRUE LOVE
Ladies and Gents:—Keep yourself Sweet and Fragrant so that whenever HE Gets Near You He Will Be ATTRACTED and never want to go away.



HIS
KISS
WINS

TRUE
LOVE



HE LOVES HER

His TRUE LOVE for her grows Stronger and Stronger every day. When she surrounds herself with Heavenly Sweetness of TRUE LOVE Perfume, his LOVE seems even More STRONG.

Sweet Lasting FRAGRANCE

Put a few drops on your handkerchief or clothing. See how you ATTRACT. Notice the Admiring glances of the Men Folks coming Your Way. Many say they like this Perfume best of all. Order a Bottle Today!

No. V-234
Price Only... **25c**

HUG ME TIGHT Perfume

HELPS DRAW YOUR LOVER
TO YOU LIKE A MAGNET



Makes You Smell So
Sweet Your Husband
or Sweetheart Craves
To Hug You Tight.

SWEET
AS A
KISS

TRY IT FOR A HAPPY SURPRISE

There's something about this ATTRACTIVE Odor that seems to make MEN want to Cuddle You up in their arms and Hold you very Tight. For a real thrill try this Wonderful Perfume.

Few Drops Lasts All Night

Hug Me Tight Perfume is very fragrant and LONG Lasting. It lingers around you like a fascinating dream and often proves an Exciting Stimulant to LOVE and Romance.



No. V-235
Price Only... **25c**

Use these Sweetest Long Lasting
Delightful PERFUMES

ATTRACT by SMELLING SWEET



SURE LOVE Brand

Did you ever see **Happy Sweethearts ATTRACTED** to each other? You see how **Happy** they are, just like two **Love Birds**, and does that man enjoy kissing his girl? If he does, you can feel pretty sure she is smelling **Sweet and Attractive**. The Perfume she uses may be her secret. Are you looking for a **Secret Odor** to help you be more **Attractive** and draw the attention of others? Then, why not make this marvelous **Sure Love Brand Perfume** help you to success in **LOVE and Romance**.
Order No. V-245
Price Only **25c**

ONLY
25c

LONG
LASTING
FRAGRANCE



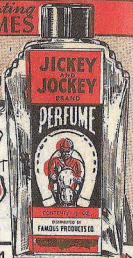
DOUBLE LUCKY Brand

If you have ever seen two people **Happy** in their love for each other, it may be you felt they were **DOUBLE LUCKY**. It is well known that people have believed certain types of Perfume Fragrances to be more **Lucky** than others. Many famous women have won **Love** because of the Fragrance of the Perfume they were wearing to **Charm** their **Loved Ones**. If you feel that you will be more **Lucky** by using a certain Perfume, we wish you great **Happiness and Enjoyment**. We, however, make no claim that **DOUBLE LUCKY Brand Perfume** will attract in **Love** or surely bring **Luck**, but sell it only by its brand name, **Double Lucky Brand Perfume**.
Order by No. V-247.....Price.....

PRICE
25c

WONDERFUL
FRAGRANCE

ONLY
25c



JICKEY & JOCKEY Brand

Do you like the fragrance of **Wonderful Sweet Lasting Perfume**? Here is a fragrance we feel sure you should love. Many of our customers have complimented us on our famous **Jickey and Jockey Brand Perfume** and almost everyone has heard of **Jickey and Jockey**. It **Smells Good** in the bottle and will **Smell Good** on you. Use on handkerchief, clothing, rub a little behind the ears, and use in the bath. Surround yourself with **Fragrance**. Used by both Men and Women.
Order by No. V-246.....

ONLY
25c

SWEET
LASTING



LOOK ME OVER Brand

Did you ever see a girl of woman walking down the street? Both men and women turn their heads to look her way. One of the ways to **Attract** admiring glances is to smell **Sweet**. That **Sweet Fragrance** as you walk by should certainly be an aid to **Attract Love and Romance** and be a great help in having a **Man Look Your Way**. Look Me Over Brand Perfume smells so good that it should be a great aid in helping you with admirers and friends. It should be a help to more **Happiness and Enjoyment** in life. You will like the **Exciting Alluring Odor** of this Perfume. Order a bottle now.
Order by No. V-248
Price Only **25c**

THE SWEET PERFUME SHE
USES FILLS THE AIR AND
THRILLS THE MEN. THEY
ALL LOOK HER WAY.

SAVE MONEY
All 4 Bottles **95c**
For Only ...

C. O. D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send

VAN VAN SACHET POWDERS INCENSE POWDERS



Worn By Many To SMELL SWEET

VAN VAN Sachet Powder smells so Sweet that many people feel that its Delightful Fragrant Perfume would help them in LOVE affairs. We make no claims that it will help you win to LOVE but if you will sprinkle it on your person or put a little in a Red Flannel Bag and tie around your neck the Delightful Fragrance of the Sachet Powder should surround you wherever you go. Attract admiring attention because you smell so Sweet. Also sprinkle in your dresser drawer to keep your clothes smelling Sweet.



FREE!

RED FLANNEL BAG
This Red Flannel CARRYING BAG FREE with every jar of SACHET POWDER. Send your Order Now.

Order by No. A-204A

Price, Including Tax.....Only **55c**

VAN VAN PERFUME



Sweet
Lasting



STRONG—SWEET—LASTING

Regarded By Many

as

LOVER'S DELIGHT

and

THE MAGNET

OF TRUE LOVE

Sisters! If you haven't tried VAN VAN Perfume yet, you don't know what you are missing. This Divine smelling Perfume is really strong and good. Many women claim Perfumes like this ATTRACT the Opposite Sex and hold their loved ones in their Power. They like Van Van Perfume because it is Loud and Sweet. We make no claims that it is LUCKY or that it will induce LOVE and sell only as a strong concentrated Sweet-Smelling Perfume.

ORDER YOURS NOW

Are you going to let this great opportunity to surround yourself with delightful fragrance slip by? Better hurry and order your VAN VAN Perfume right away!

Order by No. A-203A

Price, Including Tax.....Only **55c**

Often Used During SPIRITUAL RITES and SINGING OF PSALMS

Fills Air with
Divine Fragrance

You will certainly want to have a box of VAN VAN Incense Powders on hand in your home. Many people burn VAN VAN Incense with the Recital of Psalms. They feel that when they pray and meditate in its sweet fragrance, their Prayers are Answered Better. However we make no claims to this effect.

Sweet Odor

Many people believe that the burning of incense DRIVES AWAY EVIL and invites LADY LUCK to smile upon them. We make no claims to this effect, but offer VAN VAN Incense Powders only as a highly perfumed Oriental type incense. Don't take chances and be caught without your VAN VAN Incense Powder. Write for yours Today!



Order by No. A-201A

Price only.....**50c**

VAN VAN OIL



A Highly Perfumed Oil VERY STRONG

Thousands of Bottles Sold

NEVER RISK BEING

WITHOUT IT

Artist's
Conception
of person using
VAN VAN OIL

Conjure Men, Spiritualists and Voodooists, it is said, have had Great Faith in a so-called VAN VAN OIL. Many thousands of folks believe in the teachings of these alleged Sorcerers. They believe that the sprinkling of certain kinds of Oil around their Home or anointing their Body with the Oil would produce LUCK or Drive AWAY EVIL. They also sprinkle the Oil on the door step and put it on their clothes. We make no claims that this Oil will Bring Luck or Drive Away Evil and sell only as a compound made of certain oils which we list under the brand name VAN VAN OIL and sell to our customers as a Curse.



Order by No. A-202A

Price, Including Tax.....Only **55c**

SEND ALL KING NOVELTY CO. 2244 COTTAGE GROVE AVE.

MAGNETIC LODESTONE

BUY TWO

JOHN THE CONQUEROR ROOT



BUY BOTH

**GET
THIS
Alleged
LUCKY
MO-JO**

for ONLY \$1.00

**COIN
FREE**

OF EXTRA
COST

LODESTONE has been used by many people, both in the past and in the present, for the purpose of **Drawing LUCK** such as to Bring in the Winnings in Games, or to Bring **LUCK** in Money Matters or **LUCK** in Love and Romance. Even though it is true that the Carrying of a **LODESTONE** has been considered **Lucky**, we make no claims like this and sell it only for people who desire it as a Curio.

The price of this Lodestone is... **.50c**

HIGH JOHN THE CONQUEROR ROOT has been considered the **KING ROOT** of the forest. It has been recommended by Conjurors or so-called **Root Doctors** and has been sold for high prices. These Voodoos, we believe, told their customers to carry the **Root** for **LUCK**, **Winnings**, and **SUCCESS** in Love. We do not sell for this purpose and make no claims that it is valuable as a **Luck Bringer**. It is sold to you only as a Curio.

Price of each Root..... **.50c**

- 21 SYMBOLS
ON THIS COIN**
1. Cat's Eye
 2. Burning Incense
 3. John the Conqueror Root
 4. Tiger Head
 5. Clasped Hands
 6. Horn of Plenty
 7. Lodestone
 8. Mo-Jo Head
 9. Elephant



10. 3 Wise Men
11. Black Cat
12. Burning Candle
13. Rabbit's Foot
14. 4 Leaf Clover
15. Key
16. Heart and Arrow
17. Number Seven
18. Star
19. Horseshoe
20. Horseshoe Nail
21. Wishbone

**ORDER
NOW**

**ORDER
TODAY**

GET LUCKY MO-JO ALLEGED COIN FREE of extra cost when you buy this Magnetic **LODESTONE** and **John the Conqueror ROOT**. This Coin has on it the words, "**GOOD LUCK**" and 21 Alleged Symbols of **LUCK**. We make no claims that because all these **Alleged Lucky Symbols** appear on the coin that it will bring **LUCK**. We, however, do give it **FREE** of extra cost to those who wish to Carry it in their pockets as a Pocket Piece. Get this **LUCKY MO-JO COIN FREE** of extra cost today. Just order your **Lodestone** and **John the Conqueror Root Curios**. Send \$1.00 and these goods will be sent to you quick.

ORDER BY NO. A-557.....PRICE FOR ALL \$1.00

AMAZING OFFER! BOTH for ONLY \$1.00

C.O.D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send



SWEET GEORGIA BROWN
FACE POWDER
 Wonderful Powder
 Order Now!
ONLY 55c
V-40

SWEET GEORGIA BROWN
VANISHING CREAM

Always use Vanishing Cream before using Face Powder. It acts as a foundation. Face Powder will stick better and not blow away. Put a little Sweet Georgia Brown Vanishing Cream on Face, Neck, Arms, and Hands. It vanishes away in one minute. Helps prevent oily skin and shiny nose. Your Face is your Fortune. Help keep it lovely.



ORDER BY
V-1
FANCY JAR 55c

HAVE LIGHTER LOOKING SKIN—Use SWEET GEORGIA BROWN Face Powder, and lighten the appearance of SKIN instantly. Women and Girls of tan and dark types of beauty should insist on SWEET GEORGIA BROWN, especially made to beautify Tan or Dark complexions. **SHADES:** Aristocratic Brown, Dark Brown, Sun Tan, Hi-Tan, Brandy, Deep Pink, Flesh.



COCONUT OIL SHAMPOO
 Ladies, Girls, Men, Boys, even Babies must have clean HAIR first if they want their HAIR to be Beautiful. It doesn't do any good to use Pomade, Tonics, etc., on dirty HAIR. Wash your HAIR once a week with Coconut Oil Shampoo. See how nice your Hair looks. Just follow directions. In only one minute your whole head becomes covered with Thick, Fluffy lather which loosens up dirt, dandruff and scales.



SWEET GEORGIA BROWN
MAGIC PINK LOVIN' CREAM

NoToupe Required. Right before your eyes is also Pink Lovin' Cream brightens the appearance of your Skin. If Skin is light, use a little. If Dark, use more.



Men Love Women who smell Sweet. Help get rid of Body Odor. Don't Lose Out in Love or Business because of Body Odor. Keep Sweet. Get a Jar of Sweet Georgia Brown Odor-Rid Today. Directions on every jar.

No. V-130 55c

No. V-11... Price Only 55c

No. V-14. Price 55c



PRESSING CAP
 Throw Away Old Stinking Caps. Get a smart looking SWEET GEORGIA BROWN Hair Pressing Cap, and help keep your Hair Smooth and well dressed, while you sleep or rest. This head like a glove.
No. 55c
V-100

BRILLIANTINE HAIR DRESSING
 Have Brilliant, Glossy, Soft, Beautiful looking HAIR in one minute. Put a few drops of Sweet Georgia Brown Brilliantine on your Hair Brush before combing Hair. Order a Bottle Today.
No. V-85 55c

HAIR PERFUME
 If you want to appear Sweet and Attractive to the opposite sex, sprinkle a few drops of SWEET GEORGIA BROWN Hair Perfume on your HAIR. Attracts admiring attention. Order Today.
No. V-172 55c

SKIN BLEACH CREAM
 Help your SKIN to look Brighter, Clearer, and Lustrous! Wonderful! Help dark, muddy Skin. Do all you can to brighten it. Order a Jar of Sweet Georgia Brown Skin Bleach Cream. Use it every morning and evening to help brighten your complexion. Send 50c for a Jar. Your money back if not satisfied.
V-3
PRICE 55c



HAIR DRESSING POMADE
 Stick your HAIR temporarily Straighter looking. Use SWEET GEORGIA BROWN Hair Dressing Pomade. Does it in one minute. Men and Boys. Make rough, tough, unruly Hair lay down smooth. Use with or without hot comb.
V-70
ONLY 55c

STRAIGHTENING COMB with POMADE and SHAMPOO

ALL FOR \$2.20



SPECIAL OFFER
 SWEET GEORGIA BROWN
 Hair Dressing Pomade
 Coconut Oil Shampoo
 Hair Straightening Comb
 Order No. C-111
 Price Only..... **\$2.20**

SEND ALL KING NOVELTY CO. 2244 COTTAGE GROVE AVE.

FAST Scrubbing Essence

ANY ONE
PRODUCT on this
PAGE \$1.00
OR ANY 3 FOR
\$2.00



A Book that tells about Conjure mentions the following: **FAST Scrubbing Essence** a mixture of 13 oils. It mentions that this **FAST Scrubbing Essence** has been burned with Incense for Fish Fry **LUCK**, Business Success, and we assume that this mixture has been used for any sort, or all kinds of **LUCK** Purposes, such as, Winning in **LOVE**, **GAMES**, **MONEY MATTERS**, etc. We make no claims that this **FAST SCRUBBING ESSENCE** should be used, or it would be valuable for bringing about **LUCK**. We do, however, make it from 13 Essences, as near as possible to Formula given in Book.

DIRECTIONS on each bottle are as follows: Pour into pail of water for scrubbing and washing floors, cleaning doorknobs, etc. Get into corners of rooms, closets, and dark places. Very Strong—Use only few drops. Try a Bottle yourself. Only a few drops needed, because it is very Strong, and use when Scrubbing Floors, Washing Doorknobs, Washing Clothes, Sprinkling in Drawers and Closets, etc. Its Delightful Sweet Fragrance smells so good and assists in making home life more Pleasant. Remember! **FAST SCRUBBING ESSENCE** is made from Concentrated OILS and is therefore VERY STRONG. A little goes a long way.

No. A-409
Price Only \$1.00
3 for Only \$2.00



WATER of NOTRE DAME

BIG SELLER

This is an interesting and strange substance, which was described in a Book about Conjure. It said in a Book that **WATER OF NOTRE DAME** is Sprinkled about the Home to make Peace. We, of course, do not sell for this purpose, and make no claims that it brings about any Supernatural effect. We Offer as a Curio to people who would be interested in obtaining **WATER OF NOTRE DAME**, and make it exactly according to the formula mentioned in the book. We do feel that when it is Sprinkled around the Home and used according to Directions it will create an aromatic Sweet smelling, Pleasant, Enjoyable Atmosphere. Sprinkle in Corners of Room, in Closets, in Drawers, in Water for Washing Clothes, etc. Order your Bottle of **WATER OF NOTRE DAME** Now. Directions on bottle.

Order by No. A-410
Price Only

\$1.00

3 Bottles for Only \$2.00



HAS-NO-HARRA Perfumed Lotion

A Book tells us about various Paraphernalia of Conjure mentions that **HAS NO-HARRA** brings **LUCK** to Gamblers. Whether this is so or not, we cannot vouch, but we are acquainted with the fact that preparations and articles of this, or similar nature have been used by many people for such things as bringing about Winnings in Money Matters, as well as Love Affairs. However, we make no claims that **HAS NO-HARRA** will bring about any Supernatural, Uncanny, or Unearthly Accomplishments, and sell only as a Curio. We, however, have made it up according to the same Formula that is given for the genuine **HAS NO-HARRA**. The bottle that it comes in is Beautiful and Artistic. Directions on Every Bottle.

Order by
No. A-411
\$1.00

3 Bottles for \$2.00



\$1.00 or 3 for \$2.00

ARTIST'S CONCEPTION OF GAMBLER WINNING

3 JACKS and a KING PERFUME



SWEET PERFUME
HELPS ROMANCE
STRONG, VERY
GOOD; LASTING
FRAGRANCE

It is mentioned in a Book that Perfume of this name has been used to bring **LUCK** to Gamblers. We, of course, make no claims to this effect and sell only as a very Excellent Perfume that can be used by both Men, as well as Women. Put a little on your handkerchief, clothes, before going out, and create about you a Refreshing, Delightful, Attractive Fragrance. Order yourself a Bottle of 3 JACKS and a KING Perfume.

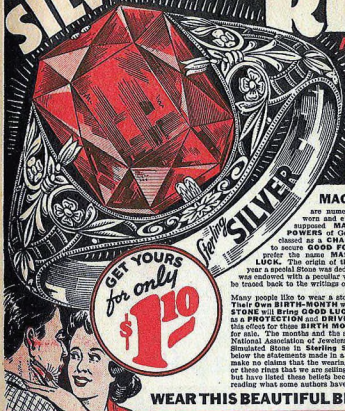
Order by No. A-203P

\$1.00 or 3 for \$2.00



Sterling SILVER BIRTHMONTH RING

MADE OF GENUINE Sterling SILVER



MAGIC was the original motive for wearing jewels said a Professor. There are numerous examples that Jewelry has been worn and even now is subconsciously worn for its supposed **MAGIC** properties. One book on the **POWERS** of Gems says: Any jewel so worn must be classed as a **CHARM** which word means anything worn to secure **GOOD FORTUNE** and **Get Rid of Evil**. Some prefer the name **MASCOT**—anything that brings **GOOD LUCK**. The origin of the belief that to each **MONTH** of the year a special Stone was dedicated and that the Stone of the Month was endowed with a peculiar virtue for those born in that month may be traced back to the writings of Josephus in the first century.

Many people like to wear a stone that they believe is connected with Their Own **BIRTH-MONTH** with the belief that the **BIRTH MONTH STONE** will bring **GOOD LUCK** in **LOVE** and **MONEY** matters, act as a **PROTECTION** and **DRIVE AWAY EVIL**. We make no claims to this effect for these **BIRTH MONTH RINGS** that we have listed below for sale. The months and the stones to correspond were listed by the National Association of Jewelers. The ring that you buy is set with a Simulated Stone in Sterling Silver mounting. We have also stated below the statements made in a book regarding **BIRTH STONES**. We make no claims that the wearing of the real stone or a simulated stone or these rings that we are selling will perform any supernatural miracles but have listed these beliefs because we feel you would be interested in reading what some authors have said.

WEAR THIS BEAUTIFUL BIRTHMONTH RING

WHAT MONTH WERE YOU BORN IN?

<p>No. 81—JANUARY GARNET—Said to give constancy and fidelity in every engagement and give cheerfulness and the ability to hold one's own in the world.</p>	<p>No. 84—APRIL DIAMOND—Said to give faith, purity, Life, Joy, innocence, and repentance and be good for developing concentration and to promote spiritual ecstasy.</p>	<p>No. 87—JULY RUBY—Said to give divine power, dignity and LOVE and hold to the owner the love of those loved. Also said to cause obstacles to melt away and inspire one with bravery.</p>	<p>No. 90—OCTOBER OPAL—Said to denote hope and good fortune, to sharpen the sight and to strengthen the faith of the possessor. It may safely be worn if it is the stone of the Birthmonth.</p>
<p>No. 82—FEBRUARY AMETHYST—Said to be a sure averter of drunkenness and to Bring Peace of Mind and promote chastity and strengthen Will Power.</p>	<p>No. 85—MAY EMERALD—Said to give faith, Success in Love, discover false friends, true friendship, felicity in domestic life, and change color when false friends are near.</p>	<p>No. 88—AUGUST SARDONYX—Said to give conjugal felicity and also said that it favors fortune and that the woman whose stone it is and does not wear it will be lonely.</p>	<p>No. 91—NOVEMBER TOPAZ—Said to give fidelity of friendship, prevent bad dreams, cheer the wearer, strengthen the intellect, brighten the wit, protect against the perils of the sea.</p>
<p>No. 83—MARCH BLOODSTONE—Said to give COURAGE, SUCCESS, and WISDOM in perilous undertakings. In the West Indies it is used for the cure of wounds, being wetted in cold water.</p>	<p>No. 86—JUNE PEARL—Said to give purity and innocence, also clearness to physical and mental sight. Also said that its Beauty depends on health of the wearer.</p>	<p>No. 89—SEPTEMBER SAPPHIRE—Said to give Truth and constancy; free from enchantment and insure protection against many diseases and to warn of hidden dangers.</p>	<p>No. 92—DECEMBER TURQUOISE—Said to give Success, happiness, prosperity in Love, and obtain friends as is verified by the old saying: "He who possesses a Turquoise will always be sure of friends."</p>

SEND PIECE OF STRING OR STRIP OF PAPER FOR SIZE
GIVE RING NUMBER AND MONTH
GENUINE STERLING SILVER RING

EACH **\$1.10**

We reserve the right, when we cannot obtain the Simulated Stones listed above, to substitute simulated stones of those listed as Modern Birthstones by the Precious Stone Dealers' Association of New York.

SEND ALL KING NOVELTY CO. 2244 COTTAGE GROVE AVE.

ADAM and EVE ROOT

FREE
OF EXTRA CHARGE

DEVIL'S SHOE STRINGROOT

LUCKY MO-JO Brand PERFUME

ADAM and EVE ROOT

This Perfume Given With Your Order for Both Roots



The ADAM and EVE ROOT is a familiar root used by conjure men for—called Hoodooing. Such Roots we believe were carried around on the person for the purpose of bringing GOOD LUCK, Winning in Love Affairs, Win-

ning in Games of Chance, and almost anything else desired. We, of course, make no claim that the ADAM and EVE Root will bring the above mentioned GOOD LUCK. If it does, it may only be a coincidence. We sell only as a Curio or curiosity. Two Roots are packed in a box labeled "MO-JO Brand."

DEVIL'S SHOE STRING

A certain Book on Folklore gives the following belief regarding **DEVIL'S SHOE STRING**: "Cut Root into small pieces, put camphor or whiskey on it, rub on your Hands—Will give you control over any woman. Carry a bit in your pocket, no snake will bite you; Lay a piece in a man's path, he will never have any more money; Use it for a Gambling "Hand." We make no claims that this Root will have any supernatural effect as above mentioned, and sell only as a Curio.

BUY ALL for \$1.00 PLUS 10¢ Tax Send \$1.10 for ALL

ORDER ADAM and EVE ROOT and DEVIL'S SHOE STRING. You just pay regular price 50c—the Two for \$1.00 and we give you **FREE** of extra charge a full 1/2 oz. Bottle of **LUCKY MO-JO PERFUME**. Add 10c extra for Tax on Perfume. **Send \$1.10 for ALL.** You'll like the **TANTALIZING ATTRACTIVE** Fragrance of this **GENUINE LUCKY MO-JO PERFUME**. It is Strong, Long Lasting and Sweet. Order the Roots you want as a Curio and get Perfume **FREE** of extra charge.

Order by No. A-573
Price For ALL **\$1.10**



FREE OF EXTRA CHARGE VAN VAN BRAND OIL

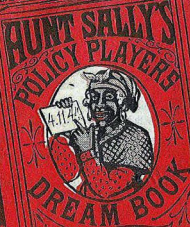
RABBITS FOOT

THE FAME of the Rabbit's Foot as a so-called **LUCK Piece**, has been well known. Superstitious people have carried the **Rabbit's Foot** for Conjuring, **Hoodooing, Winning** in Games, **Good Luck in Love, Money, Business and Winning** at Dice, **Driving Away Evil**, and for almost any kind of **GOOD LUCK** that was needed. We make no claims that the carrying of the **Rabbit's Foot** will bring about **GOOD LUCK, Success, etc.**, and do not claim that carrying a **RABBIT'S FOOT** will bring about any supernatural occurrences, and sell only as a Curio. Specially Mounted. Can be carried in Pocket or worn around neck, or on Watch chain. Order Now and get **VAN VAN Brand OIL FREE** of extra charge.

Each 50c Order No. A-223
3 For \$1.25—1 Doz. \$3.00

ONLY 50¢

NEW KEY TO FIND YOUR OWN NUMBERS
BASED ON SYSTEMS OF THE ANCIENTS



PRICE \$ 1.00

122 PAGES

BOTH
for
\$1.00

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No A-572

AUNT SALLY'S BIG NUMBER BOOK

THIS GREAT BOOK

gives the Author's
Interpretations of Dreams and
Numbers to which they apply,—Good
Combinations to Play, Tables for Find-
ing what are supposed to be Lucky Numbers, Sad-
dies, Gigs, and Horses. We take no responsibility for
any claims or errors made in or concerning this book but
simply give the author's version.

SUMMARY OF CONTENTS

Lucky Numbers, Numbers that harmonize, Interpretation of Dreams and Numbers to which they apply, Significance of Cards Dreamed and their Numbers, Good Combinations to Play, Table for Finding Lucky Numbers, Numbers and Dreams of the Month, Numbers for the Days of the Week, The Oracleum or Napoleon Bonaparte's Book of Fate, Ladies' List of Numbers, Gentlemen's List of Numbers, Alphabet and List of Numbers which they denote, Single and Combination Numbers for Dreams, Dominances and their Numbers, Flowers and their Numbers. Be sure to get this Famous Dream Book.

No. A-572
BOTH

\$1.00



FREE
OF EXTRA CHARGE

WITH EACH AUNT
SALLY'S POLICY PLAYERS
DREAM BOOK
AUNT SALLY'S INCENSE

5 in 1 DREAM BOOK



GIVES Interpretations of all DREAMS and NUMBERS of 2 Figures. Do you believe in Dreams? If you do then get this Book and learn what Mrs. Vaseline Hamden tells you about them. The Author gives you (along with the alleged Horoscope) 1 Numbers after each and every day of the Year. For example: If you were born between March 21st and April 20th your alleged Lucky Number is supposed to be 127. We assume no responsibility for claims made by the Author, but if you are interested in this subject of Dreams and Numbers it would be a fine Book for you to Order.

ORDER 5-in-1 DREAM BOOK

Get HIGH JOHN THE CONQUEROR ROOT FREE of Extra Charge. Although some people hold this ROOT in great regard as a so-called LUCKY ROOT we make no claims to this effect and do not furnish it for that purpose. GIVEN to You FREE of extra charge as a Curio when you order the 5-in-1 Dream Book.

\$1.00 for Both BOOK and ROOT

Order by No. A-573

FREE
OF EXTRA CHARGE

**JOHN THE
CONQUEROR
ROOT**



JOHN THE
CONQUEROR
ROOT

BOTH for \$1.00

ORDER BY
No. A-573

C. O. D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send

BUY these TWO for \$1.00

**VAN-VAN OIL
AND
VAN-VAN INCENSE
POWDER**

MY GOOD FRIENDS:

If you haven't tried **VAN VAN** Perfume yet, you don't know what you are missing. This **Wonderful Perfume** is really **Strong and Good**. It is well known that **Good Sweet Perfume**, when used by women, has helped **Attract the men folks**. While we make no claims that **VAN VAN Perfume** is **Lucky** in this respect, we do hope that it will give you great **Satisfaction**, and that if you wish to induce **Love**, because of **Sweet Perfume**, that this **Wonderful VAN VAN Perfume** should be a great aid to you. And that's not all we want to tell you! You don't have to pay one single, extra cent for this elegant **VAN VAN** Perfume. You get it **FREE** of extra cost when ordering the **Famous, Original VAN VAN Brand INCENSE 50c** and **VAN VAN Brand OIL 50c**—Both **\$1.00**. You also get **FREE** of extra cost the **MASTER KEY**, designed on Parchment Paper. **\$2.00 Value** for only **\$1.00**. Order now.

**Get All
This For
Only**

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By No.
A-511 \$1.00**

**YOU GET THESE
TWO
FREE**
OF EXTRA COST



**ALSO GIVEN Aligned
MASTER KEY TALISMAN
ON PARCHMENT PAPER**

BUY LODESTONE PERFUME AND HIGH JOHN the CONQUEROR PERFUME BOTH for \$2.00

**YOU GET
FREE
OF ANY EXTRA COST
LUCKY MO-JO
INCENSE**



**Certain Hoo-Doo
Doctors have recom-
mended the High John
the Conqueror Root
to conjure up Luck in
Money Matters, Love,
or bring about that
which was desired. We
make no claim that the
John the Conqueror
Root will do this. How-
ever, for those who
wish it as a Curio we
have placed this Root
in a Bottle of Perfume,
which we have given
the name of John the
Conqueror Perfume
because of the
Root in bottle.**



**BIG
BARGAIN**

Get a bottle of **High John the Conqueror Perfume** with root in bottle, and one bottle **Lucky Mo-Jo Lodestone Perfume** with Lodestone in bottle. Regular price \$1.00 each. Both for \$2.00. Buy both and get a box of genuine **Lucky Mo-Jo Incense** Free of extra charge. **Hurry, order this Bargain today.**

**Order No.
A-555
All
For \$2.00**



SAVE 50¢ because You get INCENSE FREE OF EXTRA COST

ADD ADDRES— if you don't have money handy just make your Order for \$1.00 or more and ask us to add

LOVERS SECRETS



**ALL
for Only
98¢**



SECRETS FOR LOVERS



How to Make LOVE

The Mystery of Love Making Explained

Most everyone wants LOVE. Are you missing a Happy Life? Can you hold the Love of your husband, wife, or friend? Can you captivate, fascinate, WIN and HOLD the one you Love? These two books tell you how to act what to say—what to do—How to Win a girl's or man's consent—How to improve your beauty. A Bottle of alleged GOOD LUCK Perfume also included. We assume no responsibility for claims made by the authors of books but simply give their version. Order by name, "Lovers' Secrets Outlets."

No. A-523

**Price for All Only . . . 98c
3 Outfits \$2.49**

**BIG
TRUE LOVE
DEAL!**

**ORDER
NOW!**



**FREE
OF ANY EXTRA COST
MO-JO
COIN**



**READ WHAT
ALL YOU
GET
for \$1.00**

**TRUE LOVE
Brand Sachet
POWDERS, PER-
FUME and LODESTONE**

Everyone knows that Sweet Smelling Perfume helps in LOVE and Romance. Here's your chance to get a bottle of TRUE LOVE Brand PERFUME and TRUE LOVE Brand Sachet POWDERS. Just put on a little every day and see how Sweet you will smell. You can also get LODESTONE, regarding which one book mentions that the Ladestons was worn because it had the power of WINNING and HOLDING LOVE, to be a Magnet for Hearts as for metals. If you wish a Big Bargain, you can get all for \$1.00 together with a Mo-Jo Coin FREE of extra cost. We of course, make no claims that TRUE LOVE Brand PERFUME and POWDER and Ladestons and Coin would bring LUCK in LOVE or be any help in LOVE affairs. However, if you wish a BARGAIN, order: **ALL for Only \$1.00**

**No. A-566 \$1.00
Price . . .**

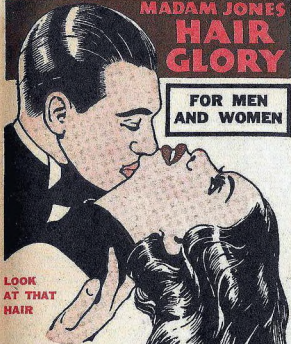
**3 Out-
fits \$2.49**

**ALL
for only
\$1.00**

C.O.D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send

MADAM JONES HAIR GLORY

FOR MEN
AND WOMEN



LOOK
AT THAT
HAIR

Here it is Ladies and Gentlemen! MADAM JONES Hair Glory—Just the thing that you may have been waiting for—perhaps even praying for! If you crave Silky, Beautiful Hair—and who does not?—lose no time in keeping your Hair in Good Condition. Madam Jones HAIR GLORY helps to Soften and Smooth Short, Harsh, Stubby, Stiff and Kinky Hair. Adds new life and gloss to faded, dead looking hair. Before you know it you should be able to dress your hair in attractive fashion which should improve your appearance and win the admiration of your friends and loved ones. Remember, your hair is your crowning glory. So make yourself happy and proud by sporting a beautiful head of well kept hair.

FREE — SPECIAL TREATING OIL

With every Package of Madam Jones Hair Glory you get a Free Supply of Special Treating Oil. This is a New Discovery of ours which goes right down to the scalp, giving new life and gloss to the Hair. Here is your big opportunity! Are you going to pass it up and continue to suffer with Bad Hair or are you going to get this Fine Hair Treatment? It is up to you! All you have to do is to order a box of Madam Jones Hair Glory for only \$1.00. Guaranteed to satisfy in seven days or money back. You cannot lose so RUSH your order in today. SPECIAL TREATING OIL —FREE.

No. V-173
Only **\$1.10**

3 for \$2.20

MADAM JONES FACE TREATMENT



ENJOY LIGHT LOOKING SKIN

Help your Skin to New Beauty. Madam Jones Bleach Ointment works almost like Magic to Brighten Dark, Muddy, Freckled Skin into Light, Soft, Clear Beauty. Many Men just love to see a woman with Beautiful Clear Light Skin. Why not help yourself to New Happiness with a Pretty Looking Complexion? Apply Madam Jones' Bleach Cream to your skin for a few nights and watch for results. Guaranteed to satisfy in 7 days or Money back. You cannot lose! Special inducement to each customer who orders now. One bar of Madam Jones' White Wonder Beauty Soap given to you without extra charge. Mail your order NOW and get Extra Soap with Madam Jones' Bleach Ointment.

No. V-174

Both for Only, **55c**

Madam Jones HAIR STRAIGHTENING COMB



Half-Dressing at home now made easy. Start now to use the Madam Jones Modern Way of Combing your Hair straight in place. Save on Beauty Parlor bills. Use Madam Jones' Hair Straightening Comb with Madam Jones' Hair Glory. Madam Jones' complete instructions given FREE.

No. C-145

Price Only **\$1.59**

BIG COMBINATION OFFER

Straightening Comb\$1.60

Hair Glory 1.00

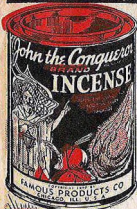
TOTAL VALUE\$2.60

No. C-145—Both, Only...\$1.59



INCENSE

JOHN the CONQUEROR INCENSE | LODESTONE INCENSE



JOHN THE CONQUEROR
ROOT packed in every box.
Here is one of our sweetest boxes of INCENSE. A great creation is this **JOHN THE CONQUEROR BRAND INCENSE** with a **GENUINE ROOT FREE** of extra charge in every box. Keep your home smelling sweet. Burn a little Incense every morning and night. You should just Love the sweet smelling, long lasting, perfumed fragrance of this **High Grade INCENSE POWDER**. Get Incense and **ROOT FREE** of extra cost. Order NOW.

NO. A-201AB 50c
ONLY 3 for \$1.25

LODESTONE
GIVEN IN EVERY BOX
It is well known that Incense has been burned and a **LODESTONE** has been carried by many people to bring Good Luck, Success and Winnings. We, however, make no such claims to this effect and sell **LODESTONE BRAND INCENSE** only on its Merit that it is the Highest Quality INCENSE that we know how to make. Enjoy its sweet, perfumed fragrance. Send for a box NOW. Take this tip. Save Money and receive a **Genuine piece of Magnetic LODESTONE FREE** of extra cost. This is one of the **BIGGEST BARGAINS** in our Catalog. You really receive a \$1.00 Value for 50c.

NO. A-201AC 50c
ONLY 3 for \$1.25



ROOT FREE
OF ANY EXTRA COST
IN EACH BOX

**AUNT SALLY
LUCKY DREAM
BRAND
INCENSE**



It is **SWEET** and **STRONG**. Just take a little of Aunt Sally's and put in incense burner. Enjoy the Sweet Fragrance that rises. Keep your home smelling sweet. **BURN AUNT SALLY'S INCENSE**. Many people like a **NUMBER** packed in box of incense. Therefore, we have put a **NUMBER** in every box. We make no claims that this **NUMBER** is **LUCKY** or of any value. Order your **AUNT SALLY'S INCENSE NOW!**

No. A-201H 25c
Each 6 for \$1.25



Large 1 lb. Can
No. A-201R Price only \$1.69

**SPIRITUAL RITES
INCENSE**

HIGHLY PERFUMED

Specially prepared **GOLDEN BROWN COMPOUND POWDER**, the form, which has been said, has been mostly used for ages by the Orientals for Ceremonies and Invocations. It has been said that to the Hindu the burning of incense seems to lift him into a soul vision inducing a state where he experiences that weird "Out of the Body" sensation. It is said by those who profess to know that incense was burned by Ancient People and even in the present time for the purpose of bringing Good Luck in Money Matters, Love Affairs, Games of Chance and to Drive Away Evil Influences. We make no claims to this effect for **SPIRITUAL RITES INCENSE** and sell only as the **GOLDEN BROWN Highly Perfumed Incense Powder**. Order NOW.

**LODESTONE
FREE**
OF ANY EXTRA COST
IN EACH BOX

**JINK-O
BRAND
INCENSE**



History tells us Incense has been used as a demagogue to Drive away Evil Spirits. Even though we know it to be a fact that many people have burned incense to drive away Evil or Bring Good Luck, we do not claim that for **JINK-O Brand INCENSE**. This is a specially prepared INCENSE. Hand rolled and Hand made. **LARGE SIZE CONES**. Each Cone is 4 inches Tall and will burn for one hour or longer. Only necessary to BURN one Large Cone a day to keep your home sweet. **PACKED IN FANCY BOX—Orders Yours Now.**

Order by **No. A-201W 50c**
Price Only 3 for \$1.25

SEND ALL **KING NOVELTY CO.** 2244 COTTAGE GROVE AVE



Candles

CANDLES have been used in Mysterious Voo-Doo Practices for various purposes. One Book mentions the New Orleans Spell, which was worked by Four Nickels arranged in the form of a Cross with a Candle at the Head and Foot. It also mentions that Candles are regarded as a Protection Against Spells. Another Author tells us Candles have been used, such as: Green Candles to break up Love Affairs; Red or Pink Candles to make a Man Come Home; Red for Victory; Blue Candles for Love; Yellow for Money; White for peace and to Uncross; Black Candles for Invoking Spirits.



One Book tells us that Six Red Candles have been used to Win in Love, 60 pins were stuck in each Candle—30 on each side. A small paper with Sweetheart's name written on it was placed under the Candle. The advice given was to burn one Candle each Night for 6 Nights. For many of our customers who are interested in Burning Candles, we can now supply you with our **BLACK CAT BRAND CANDLES**. We make no claims that these should be burned for LUCK purposes, or for any supposed supernatural Powers. We do know that Burning Candles gives much satisfaction to many people. Order as many as you want. Save Money when you buy a Dozen.

COLORS—Red, Green, Black, White, Yellow, Blue, Orange, and Pink.

No. A-311—Two Candles (Give Color). Price. **25c**

No. A-311B—1 Doz. **BLACK CAT** Candles in Box (Assorted Colors). Only. **\$1.00**
Candle Wick Anointing Oil with each Dozen.



SUCCESS Brand WAXEN CANDLES

CANDLES USED IN RELIGION

The Burning of Candles is an old custom, which has been followed religiously for years. One Book states that Witches would be kept awake by carrying a lighted Candle about from 11 to 12 o'clock at Midnight. The story goes that the Witches tried to blow out the Candle, but if the flames burned steadily until Midnight you were safe. Another Author states, that in his belief, the lighted Candle so often used by the New Orleans Voo-Doo is simply a copy of the Candles burned by the Catholics to their Saints. It was also mentioned that a New Orleans Spell was worked by four nickels arranged in the form of a Cross with the Candle at the head and foot. In New Orleans Voo-Doo practices, Blue candles were used for Love. The author of this book also states that Candles, too, are regarded as a **PROTECTION** against Spells. It is believed among certain classes of people that the burning of Candles would bring **GOOD LUCK**. Help one Win in Love, and Drive away so called Evil Spirits. For Folks who wish to buy Candles for whatever purpose they want to put them to, we have prepared this box of **SUCCESS Brand CANDLES**. We make no claims that the burning of these Candles will bring **LUCK**, Drive away Evil, etc., and sell only as specially moulded, High Quality Candles. Choose the colors you want.

FREE

Of Extra Charge. Wick Anointing Oil will be furnished with each box of Candles.

1 Dozen Assorted Colors. **\$1.10**

RED	No. A-301	1 Doz. In Box.....	\$1.00
YELLOW	No. A-302	1 Doz. In Box.....	\$1.00
BLUE	No. A-303	1 Doz. In Box.....	\$1.00
BLACK	No. A-304	1 Doz. In Box.....	\$1.00
WHITE	No. A-305	1 Doz. In Box.....	\$1.00
GREEN	No. A-306	1 Doz. In Box.....	\$1.00

NOTE—We will assort up one dozen of these **SUCCESS Brand CANDLES** in a box—choice of any colors you wish for only 10c additional.



C. O. D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send you the goods.

**MOST
AMAZING
OFFER**

**\$5.00 REGULAR
VALUE
ALL
for ONLY \$2.48**



HERE'S YOUR CHANCE. Get all this **BIG \$5.00** Catalog Price **VALUE** for only **\$2.48**. If you purchased each article separately, all would cost you \$5.00. If you buy all **NOW** at one time, you save more than half. This is a **BIG BARGAIN**. Order Now.

HERE IS WHAT YOU GET

- | | |
|--------------------------------------|------------|
| 1 Genuine Magnetic Lodestone | Value .50 |
| 1 Bottle Lodestone Perfume | Value 1.00 |
| 1 Alleged Chinese Good Luck Ring | Value .50 |
| 1 Alleged Lucky Mo-Jo Good Luck Coin | Value .50 |
| 1 Lucky Cat Brand Sachet Powder | Value 1.00 |
| 1 John the Conqueror Root | Value .50 |
| 1 Lucky Cat Brand Perfume | Value 1.00 |

Catalog Price VALUE \$5.00

**No. A-567
ALL FOR \$2.48**

SAVE MONEY

**ORDER THIS SPECIAL
OFFER RIGHT NOW!**

SEND ALL ORDERS TO KING NOVELTY CO. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.